

C O L O R I S M

A persistent problem that plagues the black community from within.



What is colorism?

The tendency to attribute light skin people with positive virtues and dark skin with negative ones.

Darker Skin Individuals..

Dark skinned African-Americans are more likely to be jailed more than any other shade. It is a clear misconception that darker means "criminal". It is these negative associations that result in a biased assessment.

Deeper Than Complexion

Dark skinned black women report more physiological deterioration and self-report worse health than light skinned women.

Dressed in Black

An attempt to show unity between dark and light skinned black people. The quickest way to end a divide is to bring both sides together to create a single entity.

History of Colorism

Colorism started during slavery when blacks were separated based on tone of their skin. Lighter complexions were placed in the homes to work, whereas darker complexions performed more strenuous labor outside in the fields.

The Wrong Shade

One may be discriminated against because of the tint and or tone of their skin.